What is Claimed is:

1.   A method comprising:

receiving a set of information, and a geographic location profile of a user;

determining a geographic location based on the set of information;

5   appending the geographic location to the set of information; and

sending, through a network, the set of information to a machine to be used by the user depending on (i) the geographic location appended to the set of information and (ii) the geographic location profile of the user,

wherein the set of information includes information on at least one of

10   news, business, entertainment, sports, and people, and

wherein the geographic location profile of the user includes a geographic location of interest to the user.

2.   The method of claim 1, further comprising

15   determining a first data field, and a second data field;

comparing the first data field and the second data field to select the set of information,

wherein the first data field includes information based on the geographic location profile of the user, and

20   wherein the second data field includes information based on the geographic location appended to the set of information.

3. The method of claim 2, wherein the second data field correlates the set of information with at least one geographic location.

4. The method of claim 2, further comprising

5   determining a third data field; and

wherein the third data field includes information based on the comparison between the first data field and the second data field.

5. The method of claim 4, wherein at least one of the set of information, the

10   first data field, the second data field, and the third data field is stored on a machine-readable medium.

6. The method of claim 1, wherein the geographic location of interest to the user includes at least one of the birthplace, hometown, high school, college, residence,

15   and physical geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

7. The method of claim 1, wherein the geographic location of interest to the

20   user includes a geographic location nearby at least one of the birthplace, hometown, high school, college, residence, and physical geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

8.   The method of claim 1, wherein the geographic location of interest to the user includes a zip code of a geographic location of interest to at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a

5   customer and a competitor of the user.

9.   The method of claim 1, wherein the geographic location of interest to the user includes a zip code of a geographic location nearby a geographic location of interest to at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a

10   family member, a colleague, a customer and a competitor of the user.

10.   The method of claim 1, wherein the geographic location profile of the user is based on at least one of a present and a past geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a

15   colleague, a customer and a competitor of the user.

11.   The method of claim 10, wherein the present geographic location of the user is determined by the machine.

20   12.   The method of claim 10, wherein the present geographic location of the user is determined by at least one of a global positioning device and a telecommunication locating device.

13. The method of claim 10, wherein the present geographic location of the user is determined by the user itself.

14. The method of claim 1, wherein the geographic location profile of the user
5 is based on a geographic location nearby at least one of a present and a past geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

15. An apparatus comprising:

10 a processor to:

receive a set of information, and a geographic location profile of a user,

determine a geographic location based on the set of information,

append the geographic location to the set of information, and

15 select the set of information to send to a machine to be used by the user depending on (i) the geographic location appended to the set of information and (ii) the geographic location profile of the user; and

a transmitter coupled to the processor, the transmitter being configured to send, through a network, the set of information to the machine to be used by the user,

20 wherein the set of information includes information on at least one of news, business, entertainment, sports, and people, and

wherein the geographic location profile of the user includes a geographic location of interest to the user.

16.   The apparatus of claim 15,

wherein the processor is configured to:

determine a first data field, and a second data field, and

5   compare the first data field and the second data field to select the

set of information,

wherein the first data field includes information based on the geographic

location profile of the user, and

wherein the second data field includes information based on the

10   geographic location appended to the set of information.

17.   The apparatus of claim 16, wherein the second data field correlates the set

of information with at least one geographic location.

15   18.   The apparatus of claim 16,

wherein the processor is configured to determine a third data field, and

wherein the third data field includes information based on the comparison

between the first data field and the second data field.

20   19.   The apparatus of claim 18, further comprising

a machine-readable medium coupled to the processor, the machine-

readable medium being configured to store at least one of the set of information, the first

data field, the second data field, and the third data field.

20. The apparatus of claim 15, wherein the geographic location of interest to the user includes at least one of the birthplace, hometown, high school, college, residence, and physical geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

21. The apparatus of claim 15, wherein the geographic location of interest to the user includes a geographic location nearby at least one of the birthplace, hometown, high school, college, residence, and physical geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

22. The apparatus of claim 15, wherein the geographic location of interest to the user includes a zip code of a geographic location of interest to at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

23. The apparatus of claim 15, wherein the geographic location of interest to the user includes a zip code of a geographic location nearby a geographic location of interest to at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

24. The apparatus of claim 15, wherein the geographic location profile of the user is based on at least one of a present and a past geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

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25. The apparatus of claim 24, wherein the machine determines the present geographic location of the user.

26. The apparatus of claim 24, wherein the processor is configured to 10 determine the present geographic location of the user.

27. The apparatus of claim 24, wherein the user determines the present geographic location of itself.

15 28. The apparatus of claim 15, wherein the geographic location profile of the user is based on a geographic location nearby at least one of a present and a past geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

20 29. A machine-readable medium having encoded information, which when read and executed by a machine causes a method comprising:

receiving a set of information, and a geographic location profile of a user;

determining a geographic location based on the set of information;

appending the geographic location to the set of information; and

sending, through a network, the set of information to a machine to be used

by the user depending on (i) the geographic location appended to the set of information

and (ii) the geographic location profile of the user,

5   wherein the set of information includes information on at least one of

news, business, entertainment, sports, and people, and

wherein the geographic location profile of the user includes a geographic

location of interest to the user.

10   30.   The machine-readable medium of claim 29, the method further comprising

determining a first data field, and a second data field;

comparing the first data field and the second data field to select the set of

information,

wherein the first data field includes information based on the geographic

15 location profile of the user, and

wherein the second data field includes information based on the

geographic location appended to the set of information.

31.   The machine-readable medium of claim 30, wherein the second data field

20 correlates the set of information with at least one geographic location.

32.   The machine-readable medium of claim 30, the method further comprising

determining a third data field; and

wherein the third data field includes information based on the comparison between the first data field and the second data field.

33.   The machine-readable medium of claim 32, wherein at least one of the set of information, the first data field, the second data field, and the third data field is stored on a machine-readable medium.

34.   The machine-readable medium of claim 29, wherein the geographic location of interest to the user includes at least one of the birthplace, hometown, high school, college, residence, and physical geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

35.   The machine-readable medium of claim 29, wherein the geographic location of interest to the user includes a geographic location nearby at least one of the birthplace, hometown, high school, college, residence, and physical geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

36.   The machine-readable medium of claim 29, wherein the geographic location of interest to the user includes a zip code of a geographic location of interest to at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

37.   The machine-readable medium of claim 29, wherein the geographic location of interest to the user includes a zip code of a geographic location nearby a geographic location of interest to at least one of (i) the user itself, and (ii) at least one of a

5   friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

38.   The machine-readable medium of claim 29, wherein the geographic location profile of the user is based on at least one of a present and a past geographic

10   location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a competitor of the user.

39.   The machine-readable medium of claim 38, wherein the present geographic location of the user is determined by the machine.

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40.   The machine-readable medium of claim 38, wherein the present geographic location of the user is determined by at least one of a global positioning device and a telecommunication locating device.

20   41.   The machine-readable medium of claim 38, wherein the present geographic location of the user is determined by the user itself.

42. The machine-readable medium of claim 29, wherein the geographic location profile of the user is based on a geographic location nearby at least one of a present and a past geographic location of at least one of (i) the user itself, and (ii) at least one of a friend, an acquaintance, a family member, a colleague, a customer and a

5 competitor of the user.